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THE WORLD FOR WILSON IN HIS PLANS FOR MEXICO

The San Antonio Express has followed very closely every phase of the Mexican situation, and it is particularly pleasing to find this paper taking the attitude as expressed in the following editorial:

The wisdom of a calm, reasoned-out policy is becoming apparent not only to the United States but to the world at large, and the world by its striking evidence of confidence in the action of President Wilson in sending Governor Lind to the City of Mexico, is helping to solve the Mexican problem. Japan's decision not to receive Gen. Felix Diaz as special ambassador to express thanks for the participation by Japan in the Mexican centennial, and the statement of the British government explaining that it as well as Germany and France had recognized the Huerta administration only after Ambassador Henry Lane Wilson had made a congratulatory speech to Huerta, is in the nature of a public endorsement of the plans of this government in regard to restoring peace in Mexico. Another feature which shows the weakening of the hitherto more or less defiant attitude of the Huerta administration is the reception of Mr. Lind by Minister of Foreign Relations Federico Gamboa. With the moral support of the powers thrown to the United States, a tremendous pressure is being brought on Provisional President Huerta to listen to and to digest carefully the plan, or the suggestion, from Washington for a quiet and peaceful settlement of the revolutionary troubles.

There is reason to believe that this Government has taken into its confidence those other governments most directly interested in the settlement of Mexico's internal affairs. It has become apparent that the mission of Mr. Lind was with the knowledge of other governments. Undoubtedly this caused the announcement at the City of Mexico that Mr. Lind would be protected; which sounded almost like a note of regret over the first ill-considered tone regarding his mission, and in a day the fear of violence or insult to the representative of the American Government was dispelled. Secretary Bryan's statement that "in sending Governor Lind as advisor to the embassy, the President is entirely within his rights and this department will not assume that his going will be regarded as unfriendly when the character of his mission is understood," helped still further to clear the situation and left no doubt of the soundness of this Government's position. The President has the right to send anyone to Mexico in a peaceful capacity to work in connection with the embassy in that country. At present, the United States has no ambassador in Mexico. Under no circumstances could Huerta question the right of any country to send an advisor to a crippled embassy. Furthermore, it has been plainly intimated that all matters would pass through the hands of the charge d'affaires and Mr. Lind need not come in contact with the Provisional President. No question of the recognition of the Huerta administration is involved.

President Wilson and Secretary Bryan have made it plain that "the morality of the situation would not permit the recognition of Provisional President Huerta on account of the circumstances surrounding the death of Madero and Suarez." Mr. Lind, so far as information from Washington goes, is in the City of Mexico in an effort to secure an agreement between the contending factions in Mexico for a suspension of hostilities pending the constitutional election of a President, to induce General Huerta to retire and allow another to take his place as Provisional President in the meantime, and have a constitutional government established as a result of the election which can at once be recognized by the United States. The

way to presenting this plan—if such is the plan—for the restoration of peace, has been materially smoothed in the past few days. Good sense has followed the outbreak from the Huerta minister that Mr. Lind would not be received unless he bore credentials recognizing the present administration as the government of Mexico. In the face of this good sense and that pressure not only from Washington but abroad which, by this time, must be sensed in the National Palace, the apparently insuperable difficulties of a week ago surrounding Mr. Lind's mission are beginning to fade.

In every step so far in this reasoned-out policy, President Wilson has done what is right. He has thoughtfully, carefully, weighed what was demanded for the best interests of the United States as well as Mexico. Intervention, he has put aside not only as undesirable but the very last expedient to bring about peace.

JAPAN AND MEXICO.

As unexpected as the discovery of a pearl in an oyster on the half shell, comes the news that Japan will not recognize Diaz as the official representative of Huerta's government. Our first shock of surprise over, we cast about for the motive in the Eastern Nation's refusal. It is found in the California question. Japan is vitally interested in getting her surplus population cared for and is proceeding on the *quid pro quo* theory.

Nor is it strange that the Nipponese nation should believe the United States can temper the cold wind of California legislation to the Japanese lamb on the coast. The Japanese policy does not embody the American idea of sovereign states within a sovereign state. In Japan, the mikado, descendant of gods, and himself a god, rules supreme.

Every true Japanese would gladly die for his emperor, and none except a traitor would dispute the dictum of the central government. The idea of states reserving to themselves certain powers, while delegating others to a government over them is a governmental theory which the conqueror of Russia has never used, and which it probably cannot fully grasp. Possibly the mikado's advisers hope Washington controls the California situation and that it will return good for good.

Unexpectedly sudden, too, as was the decision of Japan, this very suddenness seems to be a stroke of no mean statesmanship. Had Japan's decision been ushered in with the usual press notice prelude of "Japan Considers Refusing to Recognize Diaz; Japan Will Probably Refuse to Recognize Diaz," this gift from the East would have lost something of its graciousness. Reading between the lines, the American people might have concluded that it had yielded reluctantly. But when the first intimation of an intention to give is the gift itself, when it becomes a free will offering of increased value, a pleasant instance of noblesse oblige. Our little Oriental knows how to play the game.

Yet, after all, it seems ungenerous to look a gift horse so closely in the mouth. To "fear the Greeks bearing gifts" is a wise prudence, when the Greeks have been enemies. The Eastern island has not been our avowed enemy, however, and whatever the mikado's motive the thing he did has helped the United States in the menacing Mexican situation.

Japan gives the Mexican an opportunity to see realities now. In doing so it has helped prevent hostilities across the Rio Grande. For this service we owe Japan thanks, no matter what its motive is.—Dallas Times-Herald.

ON SELLING.

(By George Matthew Adams)

The greatest Profession in the world is that of Selling—because we are all in it as Salesmen and Saleswomen. Back of the very principle of Survival is that of presenting the best that is in us in order that we may enjoy our largest proportion of that Survival.

Selling is no mere Trick. It is a great Plan. And guiding the levers that work its motive power is the human Brain, and all its resources. So that finally, in action, Selling is Brains against Brains. In which friendly contest enters quick Thinking, honest Statement, tremendous Intelligence, dogged Determination that is always calm and sure, a clear knowledge of the subject, and finally, an Enthusiasm that nothing can fool.

With these qualities any Salesman can win—providing he has first SOLD HIMSELF. For no man can sincerely Sell what he himself would not buy under the most favorable circumstances. You cannot long convince anyone of a thing in which you yourself do not first believe. So important and far reaching is the influence of Selling that Business would crumble without its help.

A few other qualities and suggestions that go to make up Winning in Selling are Cheerfulness, vibrating Health, Frankness, Tact, neat Dress, conciseness of Argument, and Never-Say-Die Luck. For there is that kind of Luck—people make it themselves.

CATTLE VALUES INCREASED THROUGH TICK ERADICATION

WASHINGTON, D. C., Aug. 15.—Through the eradication of the cattle tick the value of cattle has been increased \$7 a head in some counties of Mississippi, according to a report of one of the inspectors of the Bureau of Animal Industry. It cost the stock raisers in twenty-one Mississippi counties not more than one hundred thousand dollars to accomplish the extermination of ticks. In return for this expenditure, says the report, they have received during the last year \$2,145,839 in increased valuation of their cattle. The improvement in conditions thus brought about will be kept up, the cost of tick eradication having been only 50 cents a head to date.

A department of agriculture statement on this subject contains:

"That the tick has been one of the greatest deterrents to cattle-raising in the South is a fact which the Southern farmers are beginning to appreciate. Up to date, however, these states have not begun to raise the possible number of cattle per acre. The failure of Southern farmers to avail themselves of their full opportunities in this line has contributed importantly to the general cattle shortage, which has amounted to 30 per cent since 1906 for the whole country."

The rapid increase of population has meanwhile made necessary a greater supply of meat for consumption. As a consequence, farmers are beginning to look to other quarters for a supply. There should, however, be no need of our drawing permanently on the supplies of other countries, while the total yearly cattle output may be so greatly improved by tick eradication throughout the South.

Just so long as counties continue to raise ticks, there is scarcely any chance of building up a permanent and profitable cattle industry. For this reason it is encouraging to those farmers still subjected to the scourge to note the wonderful improvement made in districts where there has been a vigorous campaign on the part of the county for the destruction of the tick.

Certain counties in Mississippi still in quarantine because of the tick's devastations are losing annually not less than three million dollars. This estimate is based on the number of cattle that these counties are capable of producing. They stand in marked contrast to the other counties already mentioned where the total increased valuation of the free cattle was over two million dollars. Yet the estimate for the complete eradication of the pest from the infected

counties and the saving of this annual loss of three millions has been placed by experts at only \$66,000.

According to the specialists, tick eradication is of such vital importance to every one of the Southern States that no let-up should be made until the complete destruction of every tick is accomplished. As soon as each state succeeds in this it will be well on the way toward the successful development of its cattle raising. A general campaign should bring as satisfactory results everywhere as it has in the Mississippi counties where the work has been thorough."

Inflammatory.

At a dinner of firemen recently the following sentiment was proposed: "The Ladies! Their eyes kindle the only flame which we cannot extinguish, and against which there is no insurance."

Dodging Promotion.

There is a chafing-dish period for every college girl; but when the time comes for the promotion to the higher position hard by a grand square cooking-stove, most of the graduates prefer to toot the alarm-whistle on a limousine.

Words Stronger Than Actions Here.

The author of the old adage, "Actions speak louder than words," had never had a judge say to him, "Five years."

An Iceless Refrigerator.

What might be termed an iceless refrigerator has been invented by an Oregon man, a double-walled chest, between the walls of which is packed salt to protect its contents from surrounding warm air.

Now Is the Time to Get Rid of These Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles, as a new prescription ointment—double strength—has been discovered that is guaranteed to remove these homely spots.

Simply get an ounce of ointment—double strength—from Amarillo Drug Co., and apply a little of it at night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength ointment as this is sold under guarantee of money back if it fails to remove freckles.

There's a world of satisfaction in buying Uneeda Biscuit because you know you will get what you want—soda crackers that are oven-fresh, crisp, clean, appetizing and nourishing.

Uneeda Biscuit are always uniform in quality—they are always alike in crispness, in flavor—they are soda crackers you can depend upon. And all because Uneeda Biscuit are uncommon soda crackers packed in an uncommon way. Five cents everywhere in the moisture-proof package.

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